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Spring 1932

Azaleas from Longview

Are Profit-Makers for You

Wholesale offering from

"Longview"

Country home of Robt. O. Rubel, Jr.
Crichton, Ala.
(Near Mobile)

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U. S. DEPARTMENT OF AGRICULTURE



W. H. Longview

A 400

February, 1932

TO MY CUSTOMERS--GREETINGS

In spite of the much talked of "Hard Times and Depression," during the past ninety days (November, December, 1931 and January, 1932) more orders for Azaleas came in by mail from Florists and Nurserymen than any previous year's business for the same months.

It is gratifying to know the flower-loving public are buying Azaleas from the Florist and Nursery trade.

Increased sales no doubt were influenced greatly by reduced prices. Azaleas wholesaling at \$1.75 each last season are offered now at sixty to eighty-five cents each for three-year-old plants.

We have three reasons for reducing wholesale prices at this time. Cost of production has been lowered; but lacking an adequate supply of water to take care of both Azaleas and Camellias necessitates conservation of water for our pot-grown Camellias.

For this reason we wish to liquidate our entire stock of Azaleas in order to devote all our time to the culture of Camellia Japonicas.

An exact inventory of plants on hand February 1, 1932, is shown. Quantity is very limited on most varieties and at the low prices named, you will find it worth while to place orders promptly.

These Azaleas are offered subject to prior sale. Substitution will not be made unless you authorize same in writing.

You can profit by selling Azaleas from "Longview" because these plants have been grown naturally, without forcing; they have plenty of character, and the largest root development to be found on any southern-grown stock.

You or your customers can grow "Longview" Azaleas if our Cultural Hints are followed.

TERMS: To those who have previously established credit with us, the usual 30 days net, with packing charges at actual cost will prevail. New credit accounts are not solicited at this time. Remittance with order or 25 per cent. deposit and balance C.O.D. is expected, and no charge will be added for careful packing.

Prices in this list are intended only for the Trade. Sales at retail not solicited.

ADDRESS CORRESPONDENCE AND CHECKS TO

Reference:

Merchants National Bank

Mobile, Ala.

"Longview"

ROBT. O. RUBEL, Jr., Proprietor

CRICHTON, ALA.

MEMBER



MOBILE

"Longview" is not affiliated with any nursery or florist establishment located on the Moffat Road or having the same Post office Address (Crichton, Alabama).

Azalea Indica

Lot 1-A, ALBA INDICA—Pure white, branched and budded, very hardy, 200 only; 12 to 15 inches high, 6- to 8-inch spread, 3-year-old @ ----- \$.60 each

Lot 3-A, ELEGANS—Light pink, early blooming, open grower, hardy in south, 180 only; 12 to 15 inches high, 10- to 12-inch spread, 3-year-old @ -- \$.75 each

Lot 4-A, CRITERION—Shell pink with white edges, very fine, compact grower, 100 only; 6 to 8 inches high, 8- to 12-inch spread 3-year-old @ ----- \$.80 each
10 only—12 to 15 inches high, 12- to 15-inch spread, 4-year-old @ ---- \$1.50 each

Lot 5-A, PRIDE OF MOBILE—Watermelon pink, rampant growth, budded, 55 only; 8 to 10 inches high, 10- to 16-inch spread, 3-year-old @ ----- \$.80 each

Lot 6-A, PRIDE OF MOBILE—flora plena, deep rose, more compact grower, 30 only; 10 to 12 inches high, 10- to 12-inch spread, 3-year-old @ ----- \$1.00 each

Lot 6-A—40 only—6 to 8 inches high, 4- to 6-inch spread, 2-year-old @ .40 each

Lot 7-A, GEORGE FRANC—Very early large flower pink, compact grower, 50 only; 6 to 8 inches high, 6- to 8-inch spread, 3-year-old @ ----- \$.75 each

Lot 13-A, OMURASAKI—Rose-lavender, very strong grower, quite hardy, 20 only; 18 to 20 inches high, 16- to 20-inch spread, 4-year-old @ ----- \$1.50 each

Lot 15-A, IVERYANA—White with rose stripes, compact growers, fine form, 100 only; 8 inches high, 6- to 8-inch spread, 2-year-old @ ----- \$.35 each
40 only; 6 to 8 inches high, 8- to 10-inch spread, 3-year-old @ ----- \$.60 each
18 only 10 to 12 inches high, 8- to 10-inch spread, 3-year-old @ ---- \$.85 each

Lot 16-A, SYMMETRY—Large salmon pink flowers, tall grower, early blooming, 48 only; 12 inches high, 12- to 15-inch spread, 4-year-old @ ----- \$1.50 each

Lot 17-A, OLD ROSE, Hardy, prostrate growth in juvenile stage, very vigorous, 25 only; 8 to 10 inches high, 12- to 15-inch spread, 3-year-old @ ---- \$.60 each
50 only; 12 to 15 inches high, 15- to 18-inch spread, 4-year-old @ ---- \$1.00 each

Lot 18-A, FORMOSA—Rose-purple, robust habit, free blooming, elegant foliage, 100 only; 18 to 24 inches high, 15- 18-inch spread, 4-year-old @ ---- \$1.40 each

AZALEA INDICA — Continued

Lot 21-A, DUC de ROHAN—Early, free-flowering salmon, dense growth, 40 only; 12 to 20 inches high, 12- to 18-inch spread, 3-, 4- and 5-year-old @ \$1.25 each

Lot 24-A, KEWANE—Rose throat, white edge petals, well branched, 25 only; 8 to 10 inches high, 6- to 8-inch spread, 3-year-old @ \$.65 each

Lot 25-A, COMTE de THOLE—Large copper-salmon perfectly round flowers, 25 only; 8 inches high, 8-inch spread, 3-year-old @ \$.90 each

Lot 27-A, 'FISHERS PRIDE'—Local name, very large salmon-red flowers, strong grower, 85 only; 12 to 15 inches high, 12- to 15-inch spread, 3-year-old \$1.00 each

Lot 29-A, BRILLIANT—Deep rose-pink, compact growth, free-blooming, 10 only; 10 to 12 inches high, 8- to 10-inch spread, 3-year-old @ \$.80 each

Lot 39-A, COCCINEA—Large lavender flowers, tall, upright growing habit, 40 only; 36 to 48 inches high, 10- to 12-inch spread, 3-year-old @ \$1.25 each

Lot 40-A, (NAME UNKNOWN)—Fragrant, lavender-purple, sticky large foliage, 15 only; 20 to 24 inches high, 18-inch spread, 4-year-old @ \$1.25 each

Lot 43-A, VIOLACEA RUBRA—Violet-purple flowers, wavy petals, strong grower, 65 only; 12 to 15 inches high, 12- to 15-inch spread, 4-year-old @ \$1.25 each

Sample Collections

10 Only Three-year-old Azaleas, our selection—one each of ten varieties, carefully packed, net \$7.50

Approximate shipping weight 75 pounds

OR

10 only, Four-year-old Azaleas, our selection—two each, of five varieties, carefully packed net \$12.50

Approximate shipping weight 120 pounds

December 14, 1931—"Your shipment of Azaleas arrived today. The plants are in fine shape and I am very much pleased with them. I thank you for the fine way in which you packed the Azaleas."—Texas. (Name and address on request.)

Two-Year-Old Pot-Grown Azaleas

Here's excellent stock for lining out and growing on.

These 3-inch pot plants will make bushy 12 to 15 inch Azaleas this summer. They will grow into saleable flowering plants in less than a year, on which you can make a handsome profit. Delivery after March 1st.

Note limited quantity available on this inventory, and order promptly.

- 95 only; Lot 1-A, ALBA INDICA ---
- 40 only; Lot 2-A, FIELDERS WHITE
- 16 only; Lot 3-A, ELEGANS
- 150 only; Lot 4-A, CRITERION
- 240 only; Lot 5-A, PRIDE OF MOBILE
- 180 only; Lot 6-A, ditto—flora plena
- 85 only; Lot 8-A, PRIDE OF DORKING
- 135 only; Lot 9-A, HINODIGIRI
- 200 Only; Lot 10-A, BURNT ORANGE
- 135 only; Lot 11-A, ORCHID ---
- 140 only; Lot 13-A, OMURASAKI ---
- 40 only; Lot 14-A, Vittata Fortunei
- 185 only; Lot 15-A, IVERYANA ---
- 100 only; Lot 18-A, FORMOSA
- 45 only; Lot 19-A, Ledifolia Rubra
- 25 only; Lot 20-A, Prince of Orange
- 25 only; Lot 21-A, DUC de ROHAN
- 20 only; Lot 27-A, FISHERS PRIDE
- 60 only; Lot 24-A, KEWANE
- 20 only; Lot 40-A, Fragrant Purple
- 400 only; 43-A Violaacea Rubra

PRICED AS FOLLOWS Our Selection

Well-balanced stock, ten or more varieties in collection, each plant correctly labeled, and carefully packed.

10 Azaleas	-----	\$ 3.00
20 Azaleas	-----	5.00
50 Azaleas	-----	12.00
100 Azaleas	-----	20.00

Stock like this in years past brought 40c to 75c each, wholesale.

Your Selection

Orders accepted subject to stock on hand.

10 Azaleas	-----	\$ 3.50
20 Azaleas	-----	6.00
50 Azaleas	-----	14.00
100 Azaleas	-----	25.00

Approximate weights—8, 16, 40 and 80 pounds, F.O.B., Mobile, Ala.

Larger Pot-Grown Azaleas

The Following Four-inch Pot Azaleas are Offered

- 100 only; Lot 2-A, FIELDERS WHITE
- 85 only; Lot 7-A, GEORG FRANC
- 70 only; Lot 8-A, Pride of Dorking
- 50 only; Lot 13-A, OMURASAKI
- 45 only; Lot 15-A, Iveryana 3½" pots
- 185 only; Lot 17-A, OLD ROSE
- 200 only; Lot 21-A, DUC de ROHAN
- 65 only; Lot 26-A, FLAME
- 35 only; Lot 27-A, FISHERS PRIDE
- 14 only; Lot 31-A, WILLIAM BULL

Our Selection

10 Azaleas	-----	\$ 3.50
50 Azaleas	-----	15.00
100 Azaleas	-----	28.00

Your Selection

Subject to stock on hand.

10 Azaleas	-----	\$ 4.00
50 Azaleas	-----	17.00
100 Azaleas	-----	32.50

Approximate weights 20, 90, and 175 pounds, F.O.B., Mobile, Ala.

For Real Economy

You are sure to find a ready sale at a good profit, if you line out and grow on the following one-year-old Azaleas from 2-inch pots.

We have sold tens of thousands of this size Azalea at an average wholesale price above 25 cents each spring for a number of years.

300 only; Lot 2-A, **FIELDS WHITE**
425 only; Lot 3-A, **ELEGANS**
600 only; Lot 4-A, **CRITERION**
150 only; Lot 7-A, **GEORG FRANK**
100 only; Lot 15-A, **IVERYANA**
400 only; Lot 16-A, **SYMMETRY**
100 only; Lot 21-A, **DUC de ROHAN**
150 only; Lot 29-A **BRILLIANT**
350 only; Lot 33-A, **VIOLACEA RUBRA**
400 only; Lot 39-A, **COCCINEA**

NOTE—Delivery charges prepaid on orders for this size Azaleas.

TRY ONE OF THESE SAMPLE COLLECTIONS

10 Azaleas	-----	\$ 2.50
20 Azaleas	-----	4.50
50 Azaleas	-----	9.00
100 Azaleas	-----	17.50
1000 Azaleas	-----	160.00

(Carefully packed in wood boxes, each plant labeled, wrapped and cleaned. delivered prepaid.)

Hardy Oriental Dwarf Azaleas

HARDY ORIENTAL DWARF AZALEAS

140 only; **KURUME "SNOW"** 3-inch poth plants.
300 only; **KURUME "XMAS CHEER"** 3-inch pot plants.
150 only; **KURUME "YAYEGIRI"** 3-inch pot plants.
350 only; **KURUME "HINODIGIRI"** 3-inch pot plants.
350 only; **KURUME "MACRANTHA"** 2-inch pot plants.
100 only; **KURUME "MACRANTHA"** flora plena, 2-in. pot plants.

The 3-inch pot Azaleas described above, (shifted from 2's), we offer at \$15 per 100; \$8 for 50; \$2 for 10, F.O.B. Mobile, Ala. Carefully packed in special wood box.

The 2-inch pot Azalea **MACRANTHA** are offered at \$10 per 100 carefully packed, F.O.B., Mobile, Ala.; \$6 for 50; or \$1.50 for 10 only.

New Introduction of Unnamed Kurume Azaleas

For something different in the way of colors and tints in hardy Kurume Azaleas, we offer for the first time, a collection of fourteen new and distinct varieties of cutting grown Kurumes.

The original stock plants were selected from many nine-year-old seedlings growing at "Longview."

There are 900 only, two-inch pot plants in this collection, offered as a whole, with the understanding that purchaser has the exclusive right to market and name each variety.

The entire lot is offered at a net price of \$150.00 F.O.B. Mobile.

One should see the parent plants in flower to appreciate the future value of this collection.

Detailed description will be furnished any interested nurseryman on request.

Nov. 21, 1931.—"The Camellias came in most excellent condition. I wish to thank you for the way in which they were packed. I receive many plants shipped from all over the world in the course of a year but have never received a package that reached me in any better condition."—Hilo, Hawaii (Name on request.)

"Longview"

CRICHTON, ALA.

Name _____ Date _____ 193_____

Street, P. O. Box, or R. R. No. _____

P. O. Address _____ State _____

Express or Freight Office (if different from P.O.) _____ Via _____

Name of party signing order_____

Ship on or about_____193__ Amount Enclosed \$_____

Quantity Wanted	LOT No.	NAME OR COLOR	SIZE	PRICE EACH	TOTAL

Azalea Cultural Hints

It might be said, Azaleas are finicky with regard to soil requirements. However, they are easy to grow if you understand their demands.

Just bear these facts in mind and Azaleas will grow for you like natives:

PROVIDE ACID (Sour) SOIL—A potential hydrogen ion (pH) value between 4.0 and 5.5 suits Azaleas best. If you lack a soil testing outfit, your State Agricultural College will test the pH concentration and advise quantity of aluminum sulphate needed to make your soil sufficiently acid.

Remember—lime or limestone soil, as well as sticky heavy clay should never be used.

Incorporate plenty of humus, decayed vegetable matter or peat moss in your soil to insure having loose, porous texture or a "spongy" mechanical mixture.

GOOD DRAINAGE—with emphasis on **GOOD**, is necessary, whether plants are grown in pots or open ground.

Mulch the ground heavily with leaf mould or peat moss if Azaleas are planted in beds or open ground. The mulch insulates the ground from sunshine, keeping roots cool, prevents excessive evaporation of moisture from roots. If oak leaves are used, both acidity and plant food will be added naturally as the leaves decay.

Azaleas grown in pots need shifting to larger size pots when feeding roots reach outer edge of ball of dirt.

WATER ABUNDANTLY—after plants bloom and new growth starts. It is only necessary to keep roots uniformly moist when tender growth shows signs of hardening. A relatively high humidity suits Azaleas at all seasons. Frequent syringing of foliage with water is highly beneficial, and prevents infestation of red spiders and thrip.

Azaleas grown in full sunshine develop more character and flower buds than plants grown in partial shade. Careful attention must be given to irrigation when plants are grown in full sunlight since the soil is more likely to dry out more quickly. Azaleas have fine, fibrous, hair-like surface-feeding roots, and should never be cultivated with a hoe.

Slow forcing under greenhouse culture produces better and larger flowers and are easier to handle when carried at 50 degrees F., than when kept at higher temperatures. Pinch out new growth at base of flower buds, before plants bloom. This new growth starts when plants are carried at relatively high temperatures.

FERTILIZE—with a top dressing of **EXTRA WELL ROTTED** manure, or light applications of Swift's Virgoro used at intervals of two weeks during the cycle of active growth, produces beneficial results.

ROBT. O. RUBEL, Jr.,
Crichton, Ala.

February 10, 1932.

Azaleas from "Longview" Will Satisfy You

Bellevue, Washington.

"Received the azalea plants today in perfect condition and am well pleased with them."

California.

"The Azaleas reached me in splendid condition."

Florida.

"I received the Azaleas. It is needless to say that they arrived in fine condition. Your packing cannot be improved upon."

Virginia.

"Your packing exquisite; by far the best I have ever seen."

Amity, Oregon.

"Azaleas came in best of condition and we are very well pleased with them."

New Jersey.

New Jersey.

"In all the 20 years we have been ordering and growing fruits and flowers, never have we received plants so beautifully packed, arriving in such wonderful condition, as the box of azaleas."

Glenview, Washington.

"Received azaleas today in perfect condition and am well pleased."

Louisiana.

"I have never seen Azaleas better or lighter packed. These wonderful little plants arrived yesterday."

California.

"Received Azaleas and they were in first-class condition. Not one was wilted. They certainly were well-packed as they stood the trip well."

Names and addresses furnished on request

